FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00055489 **Type of Permit:** FILMING **Release Date:** 08/22/2012

Production Company PRETTYBIRD PICTURES INC

Insured Company Name PRETTYBIRD PICTURES INC

Contact Phone No. 1 310-315-8700
Contact Phone No. 2
Fax 310-315-5470
Address 9905 JEFFERSON BLVD
CULVER CITY, California 90232

Production Title STROKE AWARENESS

Type of Production Commercial - PSA

Producer Jett Steiger

Director Isaiah Seret

1st AD Todd Thompson

Production Manager Jade Forte

FilmL.A. Coordinator Naomi Kajiyama

Location Manager Leann Emmert
Primary Phone Mobile - 323-428-0582
Secondary Phone Office - 310-315-8700

Location Assistant Leann Emmert
Primary Phone Mobile - 323-428-0582
Secondary Phone

Fees

Permit Delivery Fee	$55.00
FILMLA MODIFIED PERMIT APPLICATION FEE	$50.00
LA COUNTY-SPECIAL EFFECTS PERMIT FEE	$288.00

Total Permit Fee $393.00

Number of Locations 1

NOT A PERMIT

Permit #F00055489

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Summary Information — Location

Permit Number F00055489
Production Company PRETTYBIRD PICTURES INC
Insured Company PRETTYBIRD PICTURES INC
Production Title STROKE AWARENESS

Location Manager Leann Emmert
Primary Phone Mobile - 323-428-0582
Secondary Phone Office - 310-315-8700

Location Address 327 S Latigo Canyon Rd, Unincorporated Los Angeles County, CA, 90265

Location Type Ranch

Film Dates 8/23/2012 - 8/23/2012 09:30 - 00:00 1 day

Open or Closed to the Public Closed

Generic Conditions
All vehicles must be parked on private property
No cast or crew parking on area streets
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Please see attached documents
PrettyBird.Stroke.55489.501c3.pdf
PrettyBird.Stroke.55489.CoProd.pdf
PrettyBird.Stroke.55489.Sfx.pdf

Equipment on Location

Type	Quantity
4000 gal water truck	1
5 or 10 ton trucks	2
Cast/Crew vehicles	35
Cube Trucks	3
Generator	1
Vans	1

Personnel on Location

Type	Quantity
Cast	20
Crew	35
LA County FSA assigned	1

Filming Activities Atmospheric Smoke Effects; Camera on sticks; Equipment on property; Handheld equipment; Interior and exterior motion without sound; Interior and exterior performance and playback;

Special Effects: F/X Permit # FX273-72

Type	No. Times Per Day	No. Takes Per Take
Firecrackers	1	2 - 5

Jurisdiction **Political:** Los Angeles County - Supervisor District 3 **Police:** Los Angeles County Sheriff **Fire:** Los Angeles County

Thomas Guide **Page:** 587 **Grid:** D6

Coordinator Note Playback must be kept at moderate levels so as not to disturb nearby residents; Noise concerns must be addressed by noise reduction and/or discontinuance of offending behavior

Coordinator Note 1998-72 / FSA & 4000 gal water truck required

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

NOT A PERMIT

Permit #F00055489

Internal Revenue Service

Department of the Treasury

P.O. Box 1680, GPO Brooklyn, NY 11202

District
Director

Date: MAR 2 0 1991

Advertising Coucil Inc
825 3rd Avenue
New York, NY 10022-7519

Person to Contact: M. Tolentino

Contact Telephone Number:

1(718) 780-6619

Re: **13-0417693**

Dear Sir or Madam:

Reference is made to your request for verification of the tax exempt status of **Advertising Council Inc**

A determination or ruling letter issued to an organization granting exemption under the Internal Revenue Code of 1954 or under a prior or subsequent Revenue Act remains in effect until exempt status has been terminated, revoked or modified .

Our records indicate that exemption was granted as shown below.

Sincerely yours,

by Act Marshall
Acting

William P. Marshall
District Disclosure Officer

Name of Organization: **Advertising Council Inc**

Date of exemption Letter: **February, 1942**

Exemption granted pursuant to 1954 Code section 501(c) (3) or its predecessor Code Section.

Foundation Classification (If Applicable): **Not a private foundation as you are an organization described in section 509(a)(2) of the Internal Revenue Code.**

NAR Form BKN 9-187 (Rev. 9-80)

NOT A PERMIT

August 22, 2012

FILMLA., INC.
1201 W. 5TH Street
Suite T-800
Los Angeles, CA 90017

RE: "Ad Council"

This letter is to acknowledge that "Ad Council" is a Ad Council and Prettybird production.

Prettybird has been retained by Ad Council to produce the project "Ad Council" and any fees waived by the City of Los Angeles will result in an equivalent reduction in costs to the non-profit organization.

As the production company Prettybird is providing the insurance and assumes responsibility for any and all restrictions, conditions and costs associated with FILMLA., INC. permits.

Prettybird will pay for the permits with a cashier's check, money order or cash and a representative of the Leslie Evers will be assigned as a contact person, responsible for signing and accepting FILMLA., INC. permits terms and conditions.

A copy of the insurance certificate is on file with the FILMLA., INC. If you should need any additional information or have any questions, please feel free to call us at (212) 922 - 1500

Thank you,

Signature

Courtney Richardson

Campaign Manager

Ad Council

815 2nd Ave
New York, NY 10017

(212) 922 - 1500

Permit #F00055489

COUNTY OF LOS ANGELES FIRE DEPARTMENT

PUBLIC SAFETY & FILM UNIT
14425 OLIVE VIEW DR SYLMAR, CA 91342
OFFICE: (818)364-8240, FAX: (818) 364-8242

IN ACCORDANCE WITH CHAPTER 1 SECTION 105 OF THE 2011 L.A. COUNTY FIRE CODE, AND/OR IN ACCORDANCE WITH TITLE 19, CALIFORNIA CODE OF REGULATIONS, FOR THE FOLLOWING:

This permit shall constitute permission to use pyrotechnic special effects, open flame, use of flammable or combustible liquids and gases, welding, and the parking of motor vehicles in any building or location used for the purpose of motion picture and television commercial production. This permit allows for the purchase, transport, storage, use and disposal of the prescribed pyrotechnical devices listed below.

Special Effects Permit #: **12-FX273-72** Location Permit #: 12-1998-72

Pyrotechnician in Charge: **Ed Felix**

StateFireMarshal #: **3131-06** Phone #: **818-929-5470** Fax #: **Egfelix1@roadrunner.com**

Pyrotechnician Assistants/S.F.M.#:

Production Company Name: **Prettybird Pictures Inc.**

Production Title: **Stroke Awareness**

Contact Person: **Leann Emmert** Phone #: **323-428-0582**

Location: **327 S Latigo Cyn Rd-Calamigos Ranch**

Shooting Dates: **8/23/12** Time: **0930-2400**

How Stored: Magazine: ____ Day Box: ____ Premade: ____ Mixed on Site: ____

Lifters: 1oz: ____ 2 oz: ____ 3 oz: ____ 4 oz: ____ 6 oz: ____ 8 oz: ____ 12 oz: ____

Loose Black Powder: ____ Oz. Other: ____

Spark/Squibs: Z16A: ____ Z17: ____ Z17A: ____ D60-1: ____ D60-3: ____ D60-6: ____

D80-1/2: ____ D80-1: ____ D80-2: ____ SD70-4: ____ SD40: ____ SD100: ____

Other Squibs: ____

Prima Cord: ____ FT. ____ GR. ____ ____ GR. ____ FT. ____ GR.

Smoke: White: ____ Black: ____ Other: ____

Flammable Liquids in Gallons: Gasoline: ____ Diesel: ____ Rubber Cement: ____

Propane: # of Tanks: ____ Size: ____ # of Tanks: ____ Size: ____

Other Flammable: Gas, Liquid, or Solid **Black Cat Firecrackers: 150 (3 takes)**

To be used exactly: **Simulate firecracker effect on ground**

********25 FT. clearance from all combustibles**************

REQUIREMENTS: F.S.A.: **X** F.S.O.: ____ Water Truck(s) Sizes: **2 CO2s & 2 Water Ext. 4000 gal on site**

Permit Taken By: **CR/Insp. Rich Meline** Date: **8/22/12**

Form 595/Rev 11/05

NOT A PERMIT